**Content beats packaging. Artists design Cologne!**

Where usually cruises, cars or detergents find large places to shine, we claim art. Billboards become exhibition surfaces.

This year, the Reclaim Kollektiv holds the second Reclaim Award in Cologne. For the debut in 2019, 551 artists from 29 countries applied to redesign 25 billboards in urban areas of Cologne. Since this went beyond any intended scope, we are happy to be able to increase the number to 40 large-scale billboards in 2020.

Reclaim grows. A plus of 15 surfaces means: even more radiance for the artpieces, even more visibility for the artists. The stage is ready, Cologne as public museum.

Curated by a renommated jury of galerists, artists and art historians, the Reclaim Award 2020 takes place in Cologne from June, 16 to 26. For an audience, undisguised, diverse and unprepared.

*— End of short version —*

Artists that struggle with too few publicaly perceivable exhibition surfaces are asked to show their art where the perception in public space is the highest: large-sclae billboards - on bustling streets, busy train stations and in urban, alternative neighbourhoods of Cologne.

Making international art easily accessible, public and for everyone.

Check out [www.reclaim-award.org](http://www.reclaim-award.org) for more information.

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You will be asked for voucher copies

Please find photo material on <https://www.reclaim-award.org/presse/>

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